INVOICE



WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Ford, Johnny Attention: Accounts Payable 1203 Lakeshore Drive Tuskegee, AL 36083

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1572144-1	08/28/16	August 2016	08/01/16 - 08/23/16

Property	Account Executive	Sales Office	Sales Region
WSFA	Kerry Morrison	WSFA	Local

<u>Advertiser</u>	Product	Estimate Number
POL/Ford, Johnny/R/Mayor/	Aug 23 Mayoral Election	

Flight Dates 08/22/16 - 08/23/16	Order # 1572144	Alt Order #
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
Agency Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

Spots/

						Spots/				
_ine Start □	Date End Date	Description	Start/End Time	MTWTFSS	Length	Week		Rate	Type	
1 08/22/	16 08/22/16	WSFA 12 NEWS A	T 4PNM-F 4-430P	M	:30	1		\$40.00	NM	
Weeks	: <u>Start Date</u> 08/22/16	End Date MTWTFS 08/28/16 M		<u>Rate</u> \$40.00						
Spots: #	Ch Day A		scription	Start/End Time	l enat	h Ad-ID				Rate Type
1			SFA 12 NEWS AT 4PM	M-F 4-430P			FORD	for Mayo	r	\$40.00 NM
	WOIN W	5/22/10 4.00 1 W VVC	777 12 142 140 771 41 141	1811 4 4001		• • • • • • • • • • • • • • • • • • • •				ψ10.00 Till
2 08/22/	16 08/22/16	WSFA 12 NEWS A	T 4PNM-F 430-5P	M	:30	1		\$40.00	NM	
Weeks:	Start Date 08/22/16	End Date MTWTFS 08/28/16 M		<u>Rate</u> \$40.00						
Spoto: #				Start/End Time	Lengt	h Ad-ID				Rate Type
Spots: #				M-F 430-5P			FORD	for Mayo	n	\$40.00 NM
1	WSFA M 0	8/22/16 4:42 PIVI VVS	FA 12 NEWS AT 4PM	W-F 430-5P	:3	0 JOHNNY	FUKD	TOP Mayo	I.	\$40.00 NW
3 08/22/	16 08/22/16	WSFA 12 News at	Five 5-530pm	M	:30	1		\$185.00	NM	
Weeks:	Start Date 08/22/16	End Date MTWTFS 08/28/16 M		<u>Rate</u> \$185.00			16			
Spots: #	Ch Day A	ir Date Air Time Des	scription	Start/End Time	Lengt	h Ad-ID				Rate Type
550 to 100 months			FA 12 News at Five	5-530pm	:3	О ЈОНИИУ	FORD	for Mayo	r	\$185.00 NM
		141054 40 11	2: 1/2 222		- 00			* 050.00	NINA	
4 08/22/1	16 08/22/16	WSFA 12 News at	Six - 1/6-630pm	M	:30	1		\$350.00	NM	
Weeks:	Start Date 08/22/16	End Date MTWTFS 08/28/16 M		<u>Rate</u> \$350.00						-
Spots: #	Ch Day A	ir Date Air Time Des	scription	Start/End Time	Lenat	h Ad-ID				Rate Type
			FA 12 News at Six - MF	6-630pm	-		FORD	for Mayo	r	\$350.00 NM
			. 7 . 12 . 10 . 10 . 10 . 10 . 10 . 10 . 10							,
5 08/22/1	16 08/22/16	WSFA 12 News at	Геп - 1 10-1035рт	M	:30	1		\$300.00	NM	
Weeks:	Start Date 08/22/16	End Date MTWTFS 08/28/16 M		<u>Rate</u> \$300.00						
Spots: #	Ch Day A	a comerciae to		Start/End Time	Lengt	h Ad-ID				Rate Type
_			FA 12 News at Ten - MF	10-1035pm			FORD	for Mayo	r	\$300.00 NM
	VVOIA IVI U	5/22/10 10.111 W VC	TA IZ NEWS at Tell - WII	10-1000piii	.5					\$000.00 T4141
6 08/23/1	16 08/23/16	Today in Alabama 5	30a 528am-6am		:30	1		\$110.00	NM	

We Warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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Advertiser	Product	Estimate Number
POL/Ford, Johnny/R/Mayor	Aug 23 Mayoral Election	

www.wsfa.com

The Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type	www.wsia.com						04-1				
Weeks: Start Date GN/22/16 ON/23/16	Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week		Rate	Туре	
Spots: # Ch					-T						
To 08/23/16		08/22/16	08/28/16 -T	1	\$110.00 Start/End Time	<u>Leng</u> t	h Ad-ID	0			Rate Type
Weeks: Start Date End Date MTMTESS Spots/Week Spots # Ch Day Air Date Ad-Ing Description Spots # Ch Day Air Date Ad-Ing Description Start/End Time Length Ad-Ing Description Start Date Start Date	1 WS	FA Tu 08/2	23/16 5:44 AM Toda	ay in Alabama 530a	528am-6am	:3	О ЈОНИИУ	FORD	for Mayo	r	\$110.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Length Ad-ID Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date Air Time Description Spots: # Ch Day Air Date Air Time Description Spots: # Ch Day Air Date Air Time Description Spots: # Ch Day Air Date Air Time Description Spots: # Ch Day Air Date Air Time Description Spots: # Ch Day Air Date Air Time Description	7 08/23/16	08/23/16	Today In Alabama	6a-7a	-T	:30	1		\$200.00	NM	
1 WSFA Tu 08/23/16	Weeks:										
Section Sect	Spots: # Ch	Day Air I	Date Air Time Desc	cription	Start/End Time						Rate Type
Weeks: Start Date End Date MTWTFSS Spots/Week \$100.00 Start/End Time Length Ad-ID Start/End Time Length Ad	1 WS	FA Tu 08/2	23/16 6:44 AM Toda	ıy In Alabama	6a-7a	:3	О ЈОНИИУ	FORD	for Mayo	r	\$200.00 NM
Spots: # Ch	8 08/23/16	08/23/16	WSFA 12 News at N	oon 12-1230pm	-T	:30	1		\$100.00	NM	
1	Weeks:										
9 08/23/16	Spots: # Ch	Day Air I	Date Air Time Desc	<u>cription</u>							
Weeks: Start Date End Date MTWTFSS Spots/Week Start/End Time Length Ad-ID Rate Type	1 WS	FA Tu 08/2	23/16 12:22 PM WSF	A 12 News at Noon	12-1230pm	:3	О ЈОНИИУ	FORD	for Mayo	r	\$100.00 NM
Spots: # Ch	9 08/23/16	08/23/16	ALABAMA LIVE @ 1	1A 11-1130Am	-T	:30	1		\$30.00	NM	
Spots: # Ch	Weeks:			Spots/Week 1							
10 08/23/16	Spots: # Ch			ription .	•	Lengt	h Ad-ID				Rate Type
Weeks: Start Date End Date MTWTFSS Spots/Week Rate \$95.00	1 WS	FA Tu 08/2	23/16 11:10 AM ALAI	BAMA LIVE @ 11A	11-1130Am	:3	О ЈОНИИУ	FORD	for Mayo	r	\$30.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	10 08/23/16	08/23/16	NBC Today Show	7-9am	-T	:30	1		\$95.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type \$95.00 NM	Weeks:										
11 08/23/16	Spots: # Ch			ription		Lengt	h Ad-ID				Rate Type
Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS -T Spots/Week \$375.00 Rate \$375.00 Spots: # Ch Day Air Date 1 WSFA Tu 08/23/16 Air Time Description Production Start/End Time Description Production Fee To 00 \$375.00 NS 12 08/23/16 08/23/16 ALABAMA LIVE @ 1130/41130A-12P -T To 130 1 \$30.00 NM Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS Spots/Week Production Start/End Time Description Start/End Time Description Production Producti	1 WS	FA Tu 08/2	23/16 7:19 AM NBC	Today Show	7-9am	:3	О ЈОНИИУ	FORD	for Mayo	r	\$95.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	11 08/23/16	08/23/16	Production	Production Fee	-T	:00	1		\$375.00	NS	
Spots: # Ch 1 WSFA Day Air Date 1 WSFA Air Time Description Production Start/End Time Production Fee Length Ad-ID (100) Rate Type (100) Type (100) S375.00 NS NS 12 08/23/16 08/2	Weeks:										
1 WSFA Tu 08/23/16 Production Production Fee :00 \$375.00 NS 12 08/23/16 08/23/16 ALABAMA LIVE @ 1130A1130A-12P -T :30 1 \$30.00 NM Weeks: Start Date	Spots: # Ch			452	Mrs 1 522 5 5	<u>Lengt</u>	h Ad-ID				Rate Type
Weeks: Start Date End Date MTWTFSS Spots/Week Rate \$30.00				uction							
Spots: # Ch	12 08/23/16	08/23/16	ALABAMA LIVE @ 1	130 <i>F</i> 1130A-12P	-T	:30	1		\$30.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 13 08/23/16 08/23/16 Tu 08/23/16 The Insider 130-2p -T :30 1 \$20.00 NM Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS 08/28/16 Spots/Week 08/20.00 Rate 08/20.00 Spots: # Ch Day Air Date Air Time Air Time Description Start/End Time Length Ad-ID Rate Type	Weeks:			Spots/Week 1	and the second s			N N			1
1 WSFA Tu 08/23/16 11:41 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 JOHNNY FORD for Mayor \$30.00 NM 13 08/23/16 08/23/16 The Insider 130-2p -T :30 1 \$20.00 NM Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS 08/20/Week 08/28/16 Rate 08/20/Week 08/20/Week 08/28/16 Rate 08/20/Week 08	Spots: # Ch			ription .		Lengt	h Ad-ID				Rate Type
Weeks: Start Date 08/22/16 End Date 08/28/16 Spots/Week of 1 Rate 1 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type					1130A-12P	:3	O JOHNNY	FORD	for Mayo	<u> </u>	
08/22/16 08/28/16 -T 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	13 08/23/16	08/23/16	The Insider	130-2p	-T	:30	1		\$20.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Weeks:										
	Spots: # Ch			•		Lengt	n Ad-ID				Rate Type
					130-2p	2002		FORD	for Mayo	•	

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Adverti	ser	Product	Estimate Number
POL/F	ord, Johnny/R/Mayor	Aug 23 Mayoral Election	

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Line Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type

Total Spots

13

Payment Terms 30 Days

Gross Total

\$1,875.00

Agency Commission

\$281.25

Net Amount Due

\$1,593.75

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